



**EFFECTIVE DIGITAL PRESENTATIONS**

2730 Tremont Avenue, Davenport, IA 52803  
563-650-4862 • [info@edpvideo.com](mailto:info@edpvideo.com) • GSA Contract #: GS-07F-0089V

**General Services Administration  
Federal Supply Service  
Authorized Federal Supply Schedule Price List**

**Catalog Updated: November 18, 2015**

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA-*Advantage!*, a menu-driven database system. The Internet address for GSA-*Advantage!* is: <http://www.gsaaadvantage.gov>

**SCHEDULE TITLE: Professional Service Schedule Industrial Group: 00CORP**

**CONTRACT NUMBER: GS-07F-0089V**

**CONTRACT PERIOD: December 8, 2013 – December 7, 2018**

For more information on ordering from Federal Supply Schedules, click on the FSS Schedules button at:  
<http://www.fss.gsa.gov>

**CONTRACTOR:**

Effective Digital Presentations (EDP)  
2730 Tremont Avenue  
Davenport, IA 52803  
Telephone: 563-650-4862  
<http://www.edpvideo.com>  
Email: [pegk@edp-corp.com](mailto:pegk@edp-corp.com)

**CONTRACT ADMINISTRATOR:**

Margaret Kakert  
Effective Digital Presentations (EDP)  
2730 Tremont Avenue  
Davenport, IA 52803  
Telephone: 563-650-4862  
<http://www.edpvideo.com>  
Email: [pegk@edp-corp.com](mailto:pegk@edp-corp.com)

**BUSINESS SIZE: Economically Disadvantaged Women Owned Small Business**



# ADMINISTRATIVE ISSUES

- 1a. **Awarded Special Item Numbers:**
- **541–4B Video/Film Production Services**
  - **541–1000 Other Direct Costs**
  - **541-4BRC**
  - **541-1000RC**
- 1b. **HOURLY RATES:** See Pricelists on pages 12 and 13.
2. **MAXIMUM ORDER\*:** \$1,000,000 per SIN  
\*If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contractor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.
3. **MINIMUM ORDER:** \$100
4. **GEOGRAPHIC COVERAGE:** Domestic, 50 states, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities
5. **POINT(S) OF PRODUCTION:** Davenport, Iowa (US)
6. **DISCOUNT FROM LIST PRICES:** 15% from the accepted price list. For calculation of the GSA Schedule price (price paid by customers ordering from the GSA Schedule, and the price to be loaded in to GSA Advantage), the contractor should deduct the appropriate basic discount from the list price and add the prevailing IFF rate to the negotiated discounted price (Net GSA price). Current IFF rate is 0.75%.
7. **QUANTITY DISCOUNT(S):** 2% for orders of \$100,000-\$199,000 and  
3% for orders of \$200,000-\$500,000
8. **PROMPT PAYMENT TERMS:** 1% if paid within 15 days, 2% if paid within 7 days  
Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.
- 9.a Government Purchase Cards must be accepted at or below the micro-purchase threshold.
- 9.b Government Purchase Cards are accepted above the micro-purchase threshold.
10. **FOREIGN ITEMS:** None
- 11a. **TIME OF DELIVERY:** As specified on agency task order and mutually agreed
- 11b. **EXPEDITED DELIVERY:** As specified on agency task order and mutually agreed
- 11c. **OVERNIGHT AND 2-DAY DELIVERY:** As specified on agency task order and mutually agreed
- 11d. **URGENT REQUIRMENTS:** As specified on agency task order and mutually agreed.
12. **FOB POINT:** Destination
- 13a. **ORDERING ADDRESS:** Effective Digital Presentations (EDP)  
2730 Tremont Avenue  
Davenport, IA 52803

- 13b. ORDERING PROCEDURES:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3
- 14. PAYMENT ADDRESS:** Same as contractor
- 15. WARRANTY PROVISION:** Standard Commercial Warranty
- 16. EXPORT PACKING CHARGES:** Not applicable
- 17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE:** (any thresholds above the micro-purchase level) N/A
- 18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE):** N/A
- 19. TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE):** N/A
- 20. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE):** N/A
- 20a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE):** N/A
- 21. LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE):** N/A
- 22. LIST OF PARTICIPATING DEALERS (IF APPLICABLE):** N/A
- 23. PREVENTIVE MAINTENANCE (IF APPLICABLE):** N/A
- 24a. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants):** N/A
- 24b. Section 508 Compliance for EIT:** N/A
- 25. DUNS NUMBER:** 130901221
- 26. NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR REGISTRATION (CCR) DATABASE:** Active Registration: Yes



**THE EDWOSB CERTIFICATION**  
**Has Been Awarded to**  
**EFFECTIVE DIGITAL PRESENTATION, INC.**  
**By the U.S. Women's Chamber of Commerce®**

The identified small business is an eligible EDWOSB for the WOSB Program, as set forth in 13 C.F.R. part 127 and has been certified as such by an SBA approved Third Party Certifier pursuant to the Third Party Certifier Approval, dated June 30, 2011, and posted at [www.sba.gov/wosb](http://www.sba.gov/wosb).

**COMPANY: Effective Digital Presentation, Inc. DUNS: 130901221**

**CERTIFICATION DATE: August 12, 2015**

**EXPIRATION DATE: August 12, 2016**

The U.S. Women's Chamber of Commerce proudly recognizes the above named firm as an Economically Disadvantaged Women-Owned Small Business. This firm was certified as an Economically Disadvantaged (EDWOSB), eligible for the EDWOSB Program, as set forth in 13 C.F.R., part 127 by the U.S. Women's Chamber of Commerce on August 12, 2015 based on circumstances existing on the date of application, July 24, 2015. This EDWOSB Certification will automatically expire after one year from the date identified on the certification letter.

**The expiration date of this certification is August 12, 2016.**

This EDWOSB Certification will be effective for one year from the date identified on the certification letter unless there is a change in SBA's regulation that makes the WOSB or EDWOSB ineligible or there is a change in the WOSB or EDWOSB that makes the WOSB or EDWOSB ineligible. If either change occurs, this EDWOSB Certification is immediately invalid. The WOSB or EDWOSB must not misrepresent its certification status to any other party, including any local or State government or contracting official or the Federal government or any of its contracting officials.

The EDWOSB named in this certification must promptly inform the U.S. Women's Chamber of Commerce and SBA of any changed circumstances, including a change in SBA's regulation or a change in the WOSB or EDWOSB that could make the WOSB or EDWOSB ineligible for the WOSB program or of any intended changes that may affect certification in the future.

Authorized by:

Margot Dorfman, CEO  
U.S. Women's Chamber of Commerce

U.S. Women's Chamber of Commerce® | Federal WOSB and EDWOSB Certification  
700 12th Street, NW, Suite 700, Washington, D.C. 20005  
[uswcc.org/certification](http://uswcc.org/certification) | 888-418-7922

## EDP Has Provided Video, Animation and Interactive Production for Agencies Including NASA, Army, Coast Guard, Joint Munitions Command, Army Sustainment Command, Department of Veterans Affairs, USDA, US Forest Service and Many Others.



EDP offers the best value and best solution for federal government video production. For the convenience of our federal government clients, we are on the **General Services Administration Schedule (GSA)** for film and video production. Any federal agency can hire us directly through GSA Advantage without going through the open market bid process. Utilizing our GSA contract saves you time in procurement, and money through our pre-negotiated low government rates. Call us to find out how EDP delivers a total solution that represents the best overall value to the government.



EDP produced a 60 minute training video for NASA New Hires featuring actors filmed entirely over blue screen and composited onto a 3D virtual set through a process called chroma keying (or blue screening). In 2009 EDP completed it's first virtual set training video for NASA on Extended TDY.



EDP has worked for Federal Government clients throughout the US including JMC, First Army, NASA, Army Sustainment Command, PEO AMMO, LCMC, ARDEC, USCG

---

## Key Production Personnel

### Paul Kakert

#### ***Project Manager, Director, Writer, Videographer, Producer and Editor***

I have been producing videos and animations since 1991, with a majority of my production work completed for government agencies and the military. I will be your primary production contact from commencement to completion. Your project will directly benefit from my production and project management expertise. I specialize in providing an affordable, streamlined production, while maintaining the highest level of quality.

**Brief Bio:** Award-winning producer of promotional, training, marketing and public awareness videos and animations. Internationally published author on 3D animation techniques. Successful projects for Federal Government and Prime Contractors include NASA, U.S. Joint Munitions Command, U.S. Coast Guard, McAlester Army Ammunition Plant, First Army, Army Sustainment Command and COBHAM. EDP produced videos have been used by our client's workforce, presented to contractors, the general public, and broadcast on the Pentagon Channel and American Forces Network.

My production experience includes 2 full length documentary films broadcast on PBS and available on NetFlix. See [www.TrainToNowhere.com](http://www.TrainToNowhere.com) and [www.EscapeFromFirebaseKate.com](http://www.EscapeFromFirebaseKate.com) for more information.

I have filmed in military and production environments for the U.S. military including live fire exercises, and filming at ammunition production plants around explosives in highly volatile locations. I have filmed on location at multiple coal-fueled power plants operated by MidAmerican Energy, FirstEnergy Corp, and CLECO Power. I have captured HD B-roll and interview footage for federal government, military, and private contractor locations throughout the world including on-site at the Rock Island Arsenal (Illinois), Crane Army Ammunition Activity (Indiana), Picatinny Arsenal (New Jersey), McAlester Army Ammunition Plant (Oklahoma), Lake City Army Ammunition Plant (Missouri), Iowa Army Ammunition Plant (Iowa), Fort Campbell (Kentucky), Blue Grass Army Depot (Kentucky), Pine Bluff Arsenal (Arkansas), Hawthorne Army Depot (Nevada), USCG Headquarters (DC), USCG Aviation Training Center (Alabama), Air Station/ALC (North Carolina) and many others. In 2012 I filmed in Kuwait, Afghanistan, Alaska, Germany, Italy, South Korea and Japan for Army Sustainment Command.

### **Producing A Video That Educates, Informs And Engages Your Audience**

I will produce a video that will not only educate your audience but will engage them as well. Finding the right people to have on camera is equally important to my research on the subject matter. The challenge I undertake on every project is how to educate and inform, while also presenting the information in a visually interesting way to hold the interest of the viewer. Most any videographer can record an interview or an event and convey it to a viewer. But without a thoughtfully crafted storyline, cinematic quality lighting and professional music and audio narrative, who will watch, and who will retain the key messages? I firmly believe in doing my research to fully understand the subject and the people I will feature in the videos. Before I can successfully tell your story to others I must understand it myself.



## Federal Government Project Experience

- **U.S. Army Joint Munitions Command (JMC)**

12 long videos, 20 short videos, and numerous 30-second commercials produced for JMC. Footage shot on-location at military or contractor-operated locations throughout the U.S.

Pine Bluff Arsenal Command Video

<http://youtu.be/Wm01QymTP5Q>



- **United States Coast Guard, Alameda, California**

10-minute video showcasing the modernization efforts of the Coast Guard. Filmed at 6 locations around the U.S. from California to Washington, D.C. under an accelerated 6-week project timeline.

<http://www.youtube.com/watch?v=XEi0SJILNnY>



- **NASA Shared Services Center, Stennis Space Center, MS**

Extended TDY Training Video: <http://youtu.be/m1-Hj3WZbns>

22-minute employee training video filmed on a green screen set

Welcome to NASA Training Video: <http://youtu.be/j61ckSu4pWw>

60-minute new employee training video



- **VAMC, Bedford MA**

70-minute physicians training video for VAMC Bedford on the topic of Military Sexual Trauma. Directed multiple cameras to capture an expert panel discussion and directed vignettes featuring actors.

Non-public sample: <http://youtu.be/43ZUSSfU-jI>



- **CLECO Power, Clean Coal Facility Virtual Plant Tour**

CAD drawings and technical specifications were used to build 3D models and animate processes used at the plant. On-location photos and video were taken as references for modeling and animation sequences.

<http://youtu.be/m8ch3V7ecdQ>



- **First Army Command Video, HQ at Rock Island Arsenal, IL**

Filmed live-fire, walkthrough and virtual training simulations at Ft. Hood and Ft. Bliss in Texas, Ft. Shelby in Mississippi, and Ft. Dix in New Jersey.

First Army Command Video: [http://youtu.be/v\\_2RQaTLIfI](http://youtu.be/v_2RQaTLIfI)

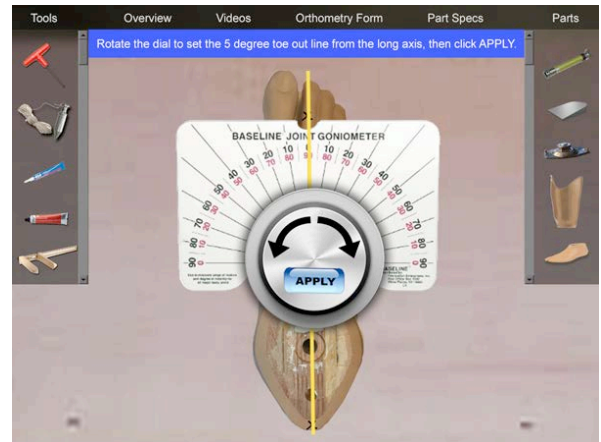


## 3D Animation & Interactive Project Experience

### Sample Projects

- **HOPE Careers Consortium/Century College  
Interactive Lesson for iPad/Android/Browser**

This Unity3D interactive learning application is a project for a consortium of colleges throughout the country. After working to win the contract, EDP worked extensively with the client to produce a 40-page specifications document which served as a blueprint for the production team and included user interface design, screen mockups and step by step tasks for each lesson and user interaction. Once production commenced, EDP managed the day-to-day progress with the production team and routinely met with the client to monitor the work and make sure the program remained on time, on budget and on task.

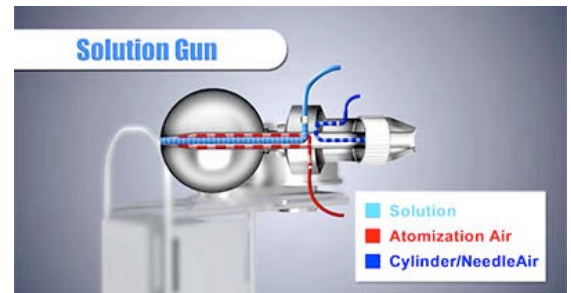


- **3D Animations Explain Technical Products**

**Client:** Freund-Vector Corp.

CAD files and diagrams were used, along with photographs of the actual products, to accurately model and animate the equipment and processes involved in a pill-coating machine to explain the product to pharmaceutical clients.

**Sample:** <https://youtu.be/Ay7AsUHvjPg>



- **3D Animated Virtual Tours Explain How Electricity Is Generated**

**Client:** Multiple, including FirstEnergy, CLECO Power, MidAmerican Energy and Alabama Power

Produced numerous highly detailed animated tutorials in the power generation industry, including the first animation I released for FirstEnergy that has nearly 400,000 views on YouTube. Used CAD drawings and took on-location photos and video as references for modeling and animation.

**Alabama Power:** <https://youtu.be/0ftl-WM6wms>

**CLECO Power:** <http://youtu.be/m8ch3V7ecdQ>





---

## Documentary Film and Film Website Project Experience

### Escape from Firebase Kate

2015 Release, [www.EscapeFromFirebaseKate.com](http://www.EscapeFromFirebaseKate.com)



During the 1969 implementation of Nixon's policy of Vietnamization to hand the war effort over to the South Vietnamese and end the US involvement in the Vietnam War, 26 US troops are caught in the transition. Unsupported by the South Vietnamese, the men are abandoned on a tiny outpost where they are surrounded by thousands of North Vietnamese troops. After a brutal 3-day siege, they embark on a daring escape and evasion through the jungle, and directly past enemy troops. Escape from Firebase Kate is their story, told by the men who survived.

### Train to Nowhere – Inside an Immigrant Death Investigation

2010 Release, [www.TrainToNowhereFilm.com](http://www.TrainToNowhereFilm.com), Available on Netflix 2012-14



When the bodies of eleven Central Americans and Mexicans were found inside a freight car in Denison, Iowa, the nation took notice. Reporters descended on the small farming community, searching for information about how and why this group ended up inside a locked railcar, where they would die horrific deaths. The documentary takes viewers from the streets of southern Texas, to the hills of a Guatemalan farm, to the Iowa town where the bodies were found.

### Journey to the City of Dawn – Auroville, India

Film Website: <http://www.cityofdawn.com>



Journey to the City of Dawn tells a timely and inspirational story of human unity and critical issues of environmental sustainability. At its core, the film asks one question – “Can the blueprint for the future of mankind be found in a tiny community in a developing country?”

Auroville is 2,000 people from a multitude of social and religious backgrounds and beliefs that choose to live together not by conforming to an accepted normalcy, but through embracing their differences. This is the uniqueness that is Auroville – their true *unity*

through diversity.

### Hope Dies the Last – Children Surviving War

Film Website: <http://www.HopeDiesTheLast.com>



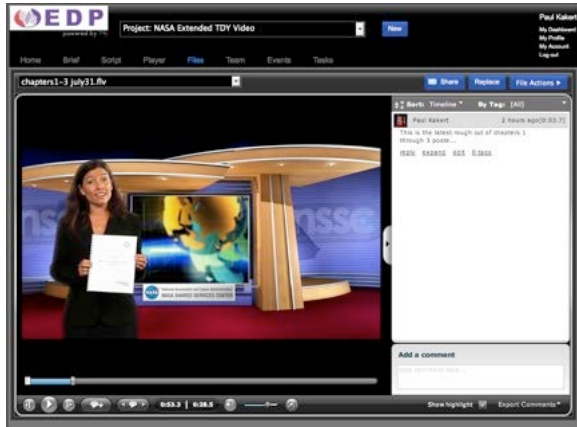
There are over 130 active wars or armed conflicts in the world. Each day countless lives are lost, leaving behind children to face an uncertain future. When one generation is devastated, how does the next one carry on?

In 1999 a group of children, devastated by the war between Kosovo and Serbia, found hope in music. Learning and performing together created something positive in their lives. Ten years later they are taking their gift of music to children who are victims of war in Uganda, spreading hope to a

new generation.

---

**Success is defined at commencement and continues throughout production with good communication.**



EDP utilizes a secure, private collaboration website that will be used to share files, review and comment on video previews, and send messages between all team members. The image shown is a screen shot of the website showing the video preview feature on the left side of the screen with the ability to log messages and instructions/comments on the right side of the screen. This not only aids in the efficient production process but also keeps a log of production activity.

---

## **A Partial List of Recent Video Awards**



### **Emmy Awards**

“West by Orphan Train” – Documentary Film – Emmy for Director of Photography

### **National Telly Awards**

- “Pine Bluff Arsenal - Smoke” – Government Video
- “Blue Grass Army Depot” – Government Video
- “Train to Nowhere” – Documentary Film
- “Train to Nowhere” – Documentary Film Trailer
- “Journey to the City of Dawn” – Documentary Film Trailer
- “USCG Modernization” – Government Video
- “US Army – JMC Overview” – Government Video
- “Lake City Army Ammunition Plant – US ARMY” – Government Video
- “Iowa Army Ammunition Plant – US ARMY” – Government Video
- “Healing Music In Kosovo” – Fundraising Video
- “Coal Power Plant Animated Tour” – Use of Animation
- “We Are MCAAP” – Marketing Video
- “We Supply Your Ammo – US ARMY JMC” – Marketing Video
- “So You Want to Be a Star” – Short Form Video

---

## National Broadcast Quality/High Definition (HD) Equipment

Professional, fully mobile broadcast HD production utilizing industry-leading digital equipment from Panasonic. Our equipment goes on-site, anywhere, for full production at remote locations.

- **Filming in industry leading AVC-Intra 100 Mb/s (10-bit 4:2:2)** full frame 1080p or 720p high definition up to **4K HD** with the **Panasonic AG-DVX200** large four-thirds sensor camcorder.
- We also shoot still photography, and HD video, using the **Canon 5D Mark II DSLR**.
- **Apple Mac Pro workstation** running the latest Final Cut Pro X and Adobe Creative Cloud Production Suite including Adobe Premiere Pro and After Effects.
- **All production files stored on a RAID backup system providing file security** (redundancy to eliminate file loss due to drive failure).
- **Footage shot direct to digital**, not to tape, eliminating the need to digitize footage from analog to digital where quality will be lost. The HVX200 uses industry leading memory card technology from Panasonic. This significantly enhances image quality and allows immediate review of scenes in the field.
- **Equipped for all day HD shooting.** We travel with a high-powered MacBook Pro Retina Display edit station and secure RAID 1 hard drive for offloading the footage in the field. The RAID 1 hard drive provides redundant storage in the field to create instant backups of all footage. This is the most productive operating workflow available and assures we can shoot all day, day-after-day. In fact, we have enough recording media to support 2 cameras for over 12 hours per day. We also travel with enough batteries to run all day without the need to charge during production hours. While this seems like a small detail, it's the type of thing we do to make sure there are no interruptions in our production workflow.
- We use **Sennheiser wireless lavalier and shotgun microphones** with full wind protection using a RODE Blimp suspension windshield system for professional quality audio in the most challenging locations.
- **State-of-the-art Bi-Color LED lighting** from Litepanels. We use lightweight, no-heat LED lights that are ideal for travel and perfect for interviews. The bi-color feature means we can adjust for indoor or outdoor lighting conditions with the twist of a dial. For remote shoots, these on-camera lights provide great interview lighting.
- **36" Glidetrack (tripod mounted dolly)** for dolly shots in tight places allowing a 1-person or small crew to provide sweeping dolly shots of landscapes as well as talent.
- **Portable jib** for rising and lowering shots from ground level to overhead angles.
- **Portable green/blue screen** capabilities including a pop-up 5' x 7' screen and a 10' x 20' backdrop. Compositing using industry leading Red Giant Primatte Keyer Pro software.

---

## Pricing/Services

Following are pricing and descriptions of services provided by Effective Digital Presentations. Additional information can be obtained by contacting us at 1-563-650-4862 or [info@edpvideo.com](mailto:info@edpvideo.com).

### 541-4B Video/Film Production Services:

These services will inform the public and Government agencies about the latest products, services, and/or issues. Typical tasks are: writing; directing; shooting; voiceover/narration recording, 3D and 2D animation and motion graphics; music and sound effects; and editing. Filming in studios, on location, live shows, or events may be required. Various formats of output will be provided in accordance with agency's request, which may include:

- Industry Standard Broadcast Formats including High Definition (HD)
- DVD and Blu-ray (HD) Disc and CD-ROM
- Internet/Streaming Video

<b>541-4B Services</b>	<b>UNIT OF ISSUE</b>	<b>GSA Price with IFF</b>
Project Management	Hour	\$107.05
Script Writing	Hour	\$107.05
Voiceover Recording	Hour	\$107.05
Video Editing and Chromakey (Green Screen) Compositing	Hour	\$107.05
Videographer	Hour	\$53.52
Sound Design & Mixing	Hour	\$107.05
Animation & Motion Graphics	Hour	\$214.09
Blu-ray, DVD and CD Authoring and HD Mastering	Hour	\$128.46
Streaming Media Encoding and Programming	Hour	\$128.46
Mastering to Videotape	Hour	\$107.05
Closed Captioning & Subtitling	Hour	\$128.46
CD & DVD Duplication 0-25 Quantity	EA	\$7.25
CD & DVD Duplication 26-49 Quantity	EA	\$3.63
<b>Task Packages (inclusive of equipment &amp; crew)</b>		
Location Shoot - 8 Hour Day	Day	\$1,632.15
Location Shoot - 4 Hour Day	1/2 Day	\$1,224.11
Green Screen - Portable/On-Location	Day	\$214.09

## SIN 541-1000 Other Direct Costs:

Other direct costs (ODCs) are items that directly support the services being contracted. ODCs are usually supplies/products but may include labor categories (people). ODCs may be handled in house or through subcontracting that is necessary to complete a project. ODCs cannot be purchased under this contract as a stand-alone item or service.

Possible ODCs may include items such as audiovisual equipment, facility rental, commercial production, media costs, booth space rental, etc. that are associated with the services to be performed under the schedule contract. ODCs not approved on schedule may not be included as part of a GSA Schedule order.

<b>541-1000</b>	<b>UNIT OF ISSUE</b>	<b>GSA Price with IFF</b>
Voiceover Talent	Hour	\$151.13
Exterior HMI Lighting	Day	\$1,712.75
Grip/Gaffer (Production Assistant)	Day	\$453.38
Videographer (Camera man)	Day	\$503.75
Green Screen - Studio	Day	\$554.13
On Camera Talent/Actors	Hour	\$125.94
CD & DVD White Windowed Sleeve Packaging	EA	\$0.12
CD & DVD Large Run Duplication (Quantity of 50-100 items)	EA	\$2.00
Shipping in accordance with current USPS ( <a href="http://www.usps.com">http://www.usps.com</a> ) and FEDEX ( <a href="http://www.fedex.com">http://www.fedex.com</a> ) rates	EA	NA

<b>Quantity Discounts for CD &amp; DVD Large Run Duplication:</b>	<b>Discount</b>
101-499 items	15%
500-999 items	26%

## Service Category Descriptions

### 1. Project Management

- Services Include: Management of all elements of production from contract negotiations, changes and revisions, production and quality control. Also includes all logistics and travel during project, location scouting and securing of freelance talent and crew as needed.
- Experience: 10+ years experience managing multimedia projects including animation and video production.
- Education: Bachelor's Degree with evidence of outstanding work performance.

### 2. Script Writing

- Services Include: Creative development of a production concept. Research and writing of the outline and resulting script for the video and/or animation. A script may be a written narrative to be read by a professional voiceover talent, or a descriptive



document of each scene of a video/animation broken down by visual and audio elements.

- b. Experience: 5+ years experience in a creative role in a video and/or animation production environment. Exceptional communication, artistic and writing skills.
- c. Education: Bachelor's Degree with evidence of outstanding work performance.

### **3. Voiceover Recording**

- a. Services Include: Studio or location audio recording.
- b. Experience: 5+ years experience recording professional voiceover narration.
- c. Education: Bachelor's Degree with evidence of outstanding work performance.

### **4. Video Editing and Chromakey (Green Screen) Compositing**

- a. Services Include: Video editing of footage shot in front of a green or blue screen in order to drop out the background (green screen) and replace it with other video or animation.
- b. Experience: 10+ years experience in advanced video editing, chromakeying and/or compositing.
- c. Education: Bachelor's Degree with evidence of outstanding work performance.

### **5. Sound Design and Mixing**

- a. Services Include: Creative use and composition of digital audio tracks for original video and/or animation productions. Includes original sound design and creative use of stock sound library content.
- b. Experience: 5+ years in digital audio production, composition and editing.
- c. Education: Bachelor's Degree with evidence of outstanding work performance.

### **6. Animation and Motion Graphics Services**

- a. Services Include: Design and production of 2D and 3D animation sequences and motion graphics as stand along productions or in support of video productions. Includes concept design, 3D modeling, lighting and rendering of all animation elements.
- b. Experience: 5+ years in 3D digital animation.
- c. Education: Bachelor's Degree with evidence of outstanding work performance.

### **7. Blu-ray, DVD and CD Authoring and HD Mastering**

- a. Services Include: Design and programming of interactive, menu driven content for playback on Blu-ray disc players and similar HD (high definition) devices.
- b. Experience: 5+ years experience in a creative role in a video and/or DVD/Blu-ray production environment. Exceptional communication, artistic and writing skills.
- c. Education: Bachelor's Degree with evidence of outstanding work performance.

### **8. Streaming Media Encoding and Programming**

- a. Services Include: Prepare digital files for encoding to formats for computer and/or online (Internet) delivery including QuickTime, Real Media, Windows Media, Flash and others as they become relevant.
- b. Experience: 5+ years and extensive knowledge of the latest digital video distribution formats.

- c. Education: HS or Tech School Degree with evidence of outstanding work performance.

## **9. Mastering to Videotape**

- a. Services Include: Creating a master file and recording to BetaSP format for U.S. and/or international broadcasting.
- b. Experience: 5+ years with professional broadcasting equipment and U.S. and International broadcasting standards.
- c. Education: HS or Tech School Degree with evidence of outstanding work performance.

## **10. Closed Captioning & Subtitling**

- a. Services Include: Closed and Open Captioning and/or Subtitling services for DVD, Blu-ray Disc and/or online video formats.
- b. Experience: 5+ years
- c. Education: HS or Tech School Degree with evidence of outstanding work performance.

## **11. Green Screen – Portable/On-Location**

- a. Services Include: Use a portable green and/or blue screen of various sizes, as applicable, to bring on location in preparation of videotaping for chromakey editing.

## **12. CD & DVD Duplication 0-25 Quantity**

- a. Services Include: Duplication of either CD ROM or DVD from master media of identical format.
- b. Experience: 5+ years experience in duplication of CD and DVD.

## **13. CD & DVD Duplication 26-49 Quantity**

- a. Services Include: Duplication of either CD ROM or DVD from master media of identical format.
- b. Experience: 5+ years experience in duplication of CD and DVD.

# **Instructions For Placing Orders For Services Based On GSA Schedule Hourly Rates**

GSA provides a streamlined, efficient process for ordering the services you need. GSA has already determined that Effective Digital Presentations (EDP) meets the technical requirements and that our prices offered are fair and reasonable. Agencies may use written orders; facsimile orders, credit card orders, blanket purchase agreement orders or individual purchase orders under this contract.

If it is determined that your agency needs an outside source to provide AIMS services, follow these simple steps:

## **Step 1. Develop a Statement of Work (SOW)**

In the SOW, include the following information:

- Work to be performed
- Location of work
- Period of performance
- Deliverable schedule, and
- Special standards and any special requirements, where applicable

## **Step 2. Select Contractor and Place Order**

- If the order is at or below the micro-purchase threshold, select the contractor best suited for your needs and place the order.
- If the order is exceeding but less than the maximum order threshold (MOT), prepare an RFQ;
- If the order is in excess of the MOT, prepare an RFQ. Consider expansion of competition and seek price reductions.

## **Step 3. Prepare a Request for Quote (RFQ)**

- Include the SOW and evaluation criteria
- Request fixed price, ceiling price, or, if not possible, labor hour or time and materials order
- If preferred, request a performance plan from contractors and information on past experience; and include information on the basis for selection
- May be posted on GSA's electronic RFQ system, e-Buy

## **Step 4. Provide RFQ to at least Three Firms**

## **Step 5. Evaluate Offers, Select Best Value Firm, and Place Order**

# Blanket Purchase Agreement

Ordering activities may establish BPAs under any schedule contract to fill repetitive needs for supplies or services. BPAs may be established with one or more schedule contractors. The number of BPAs to be established is within the discretion of the ordering activity establishing the BPAs and should be based on a strategy that is expected to maximize the effectiveness of the BPA(s). In determining how many BPAs to establish, consider:

- The scope and complexity of the requirement(s);
- The need to periodically compare multiple technical approaches or prices;
- The administrative costs of BPAs; and
- The technical qualifications of the schedule contractor(s)

Establishment of a single BPA, or multiple BPAs, shall be made using the same procedures outlined in 8.405-1 or 8.405-2. BPAs shall address the frequency of ordering, invoicing, discounts, requirements (*e.g.* estimated quantities, work to be performed), delivery locations, and time.

When establishing multiple BPAs, the ordering activity shall specify the procedures for placing orders under the BPAs.

Establishment of a multi-agency BPA against a Federal Supply Schedule contract is permitted if the multi-agency BPA identifies the participating agencies and their estimated requirements at the time the BPA is established.

Ordering from BPAs:

**Single BPA.** If the ordering activity establishes one BPA, authorized users may place the order directly under the established BPA when the need for the supply or service arises.

**Multiple BPAs.** If the ordering activity establishes multiple BPAs, before placing an order exceeding the micro-purchase threshold, the ordering activity shall:

- Forward the requirement, or statement of work and the evaluation criteria, to an appropriate number of BPA holders, as established in the BPA ordering procedures; and
- Evaluate the responses received, make a best value determination (see 8.404(d)), and place the order with the BPA holder that represents the best value.

**BPAs for hourly rate services.** If the BPA is for hourly rate services, the ordering activity shall develop a statement of work for requirements covered by the BPA. All orders under the BPA shall specify a price for the performance of the tasks identified in the statement of work.

**Duration of BPAs.** BPAs generally should not exceed five years in length, but may do so to meet program requirements. Contractors may be awarded BPAs that extend beyond the current term of their GSA Schedule contract, so long as there are option periods in their GSA Schedule contract that, if exercised, will cover the BPA's period of performance.

## Review of BPAs:

The ordering activity that established the BPA shall review it at least once a year to determine whether:

- The schedule contract, upon which the BPA was established, is still in effect;
- The BPA still represents the best value (see 8.404(d)); and
- Estimated quantities/amounts have been exceeded and additional price reductions can be obtained.

The ordering activity shall document the results of its review.